



RECEIPTS

Brand Guidelines

01

Brand Overview

On a mission to save
paper, time, and money.

Brand Summary

01 Objective

Receipts is a Doha-based fintech company that is on a mission to digitize paper receipts and save paper. Our goal is to help businesses reduce their environmental impact while making it easy for them to track and manage expenses. We are the first company to offer an affordable and easy to use digital receipt solution in Qatar.

03 Designer

M. Abdullah Imran Tahir is a Digital Producer based in Doha, Qatar. View his design and video work at abdullahimrantahir.com.

02 Contents

Inside this presentation are slides that support you in outlining style guidelines, typography, and logos. Use this as a reference document for your entire team — so that everyone is speaking the same visual language.

02

Logo

Full Logo

The logo is the symbol your brand will be associated with. It should stand scaleability and medium tests while retaining its legibility. It's always a bonus when there's an unexpected 'aha' moment. For us that is a slip of paper forming our lettermark



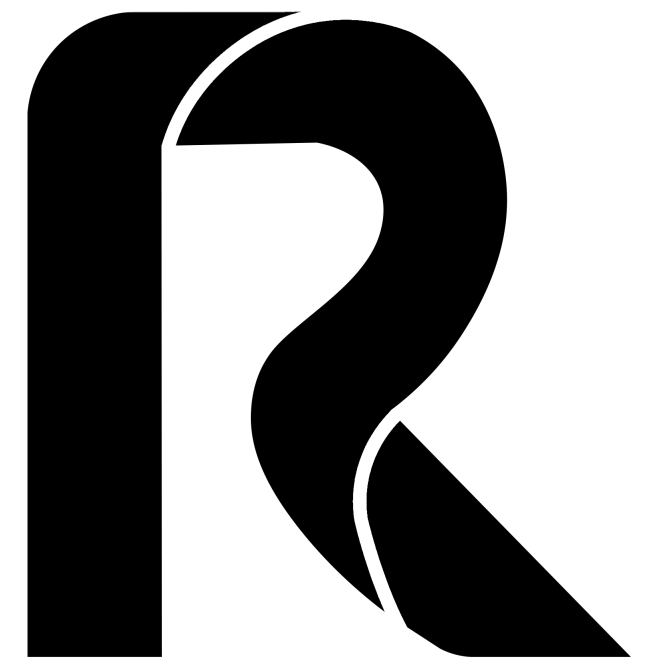
Lettermark



Horizontal Logo



Variation



Mono color logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.



Thumbnail

Compressed mark used for small scale and where applicable



Unacceptable Usage

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. here are a few examples of some ways you should never consider using the logo

1. Use only the approved colors.
2. Do not space out the logo elements.
3. Do not distort.
4. Do not change the opacity (except in letter mark).
5. Do not add a drop shadow.
6. Do not add a stroke.
7. Don't add extra copy.
8. Do not place on an angle (except in letter mark).

1.



2.



3.



4.



5.



6.



7.



8.



03

Colors & Typography

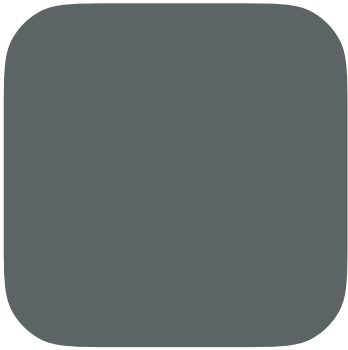
Colors

These are the splashes of color that should appear the most in your UI, and are the ones that determine the overall "look" of the brand. Use these for things like primary actions, links, navigation items, icons, accent borders, or text you want to emphasize.

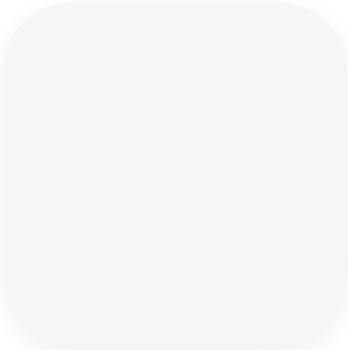
01 Primary



Light Sea Green
#01A8A0

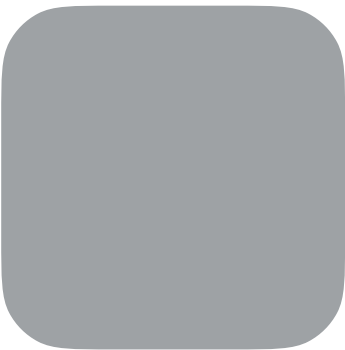


Granite Gray
#5C6466



Cultured White
#F6F6F6

02 Secondary



Quick Silver
#9EA2A5



Orange Red Crayola
#FC5F50

03 Tertiary



Dark Slate Gray
#214847



Gradient
Mix of Brand Colors



Middle Green
#ABC051

Typography

Aa

Primary

Aa

Secondary (optional)

Poligon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

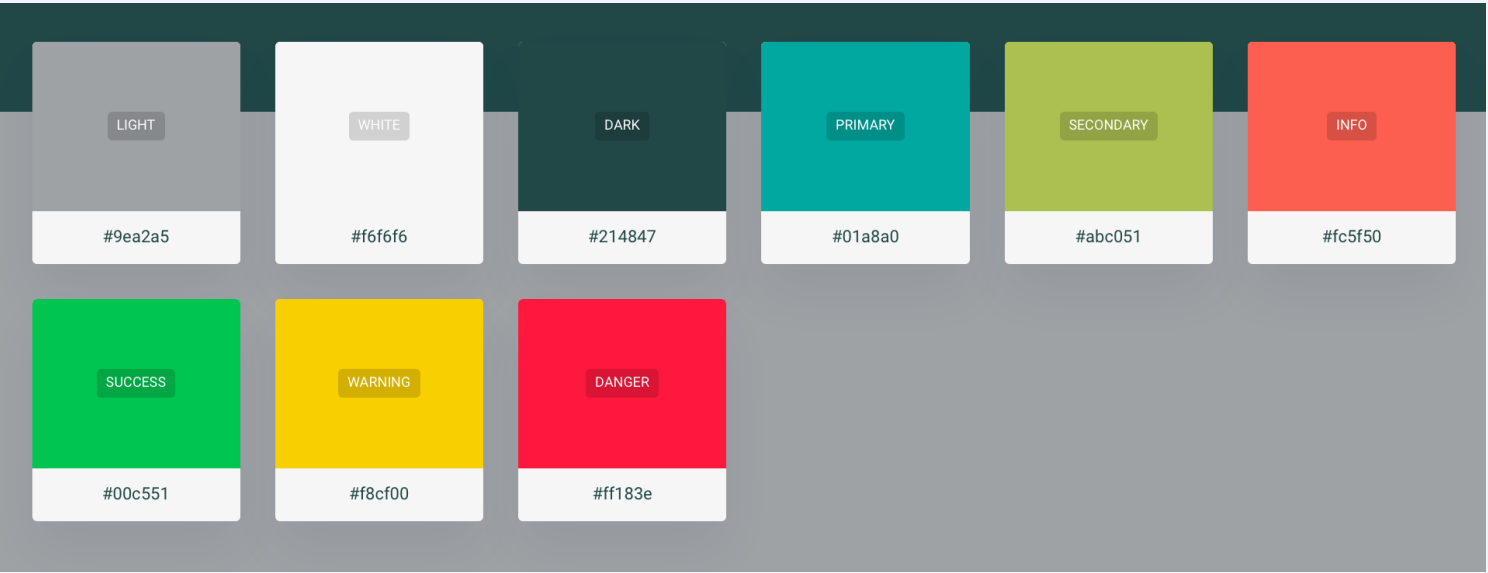
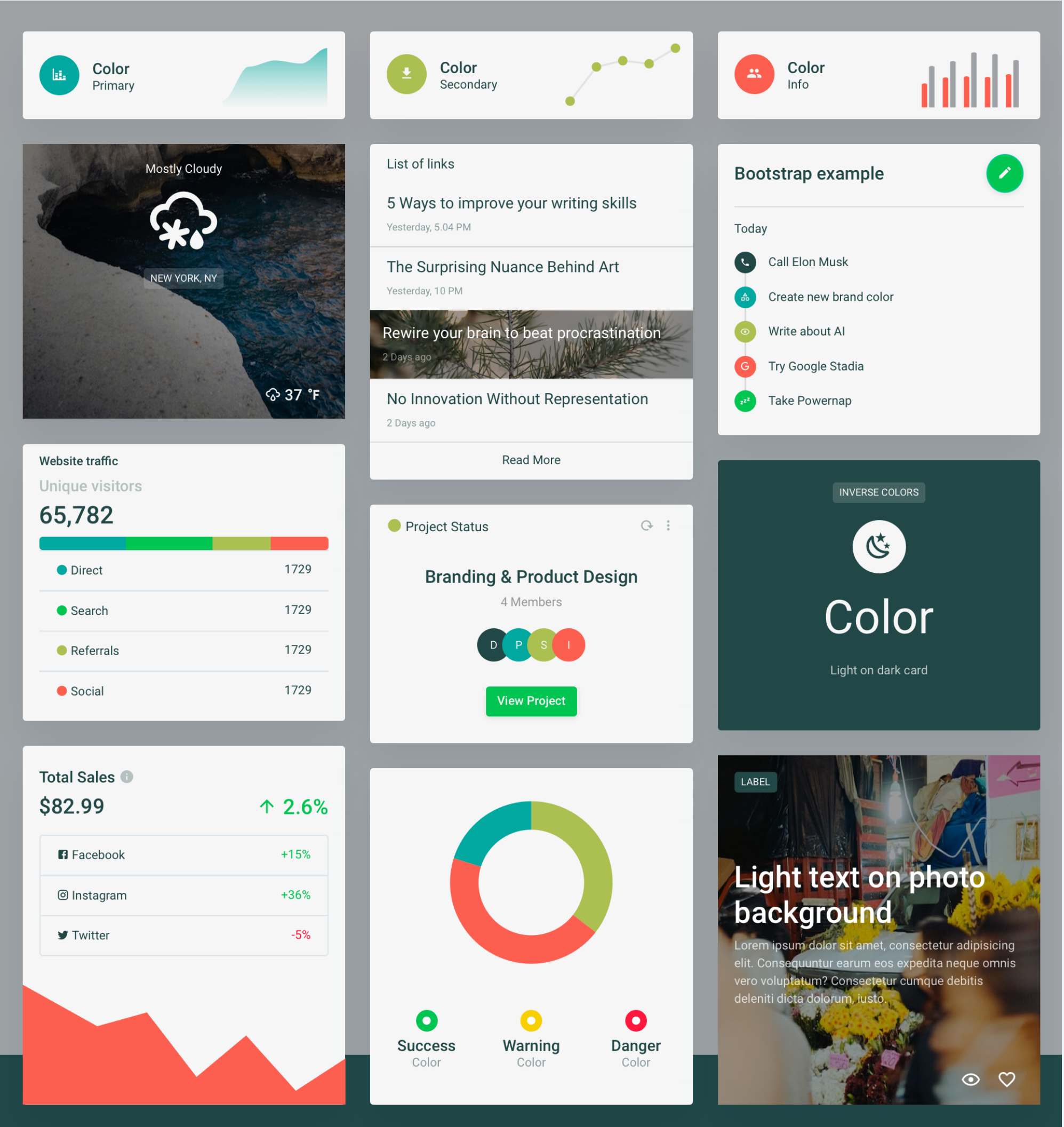
abcdefghijklmnopqrstuvwxyz

1234567890

04

Applications

Bootstrap



SCSS Code

Add this to your custom.scss file to override the default bootstrap colors - add this before @import "bootstrap";

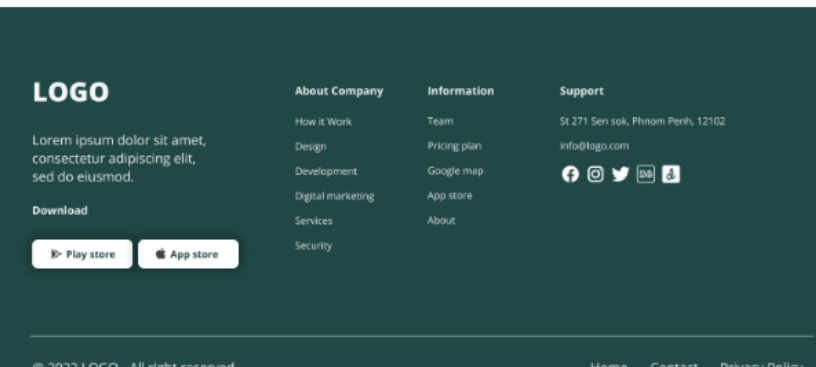
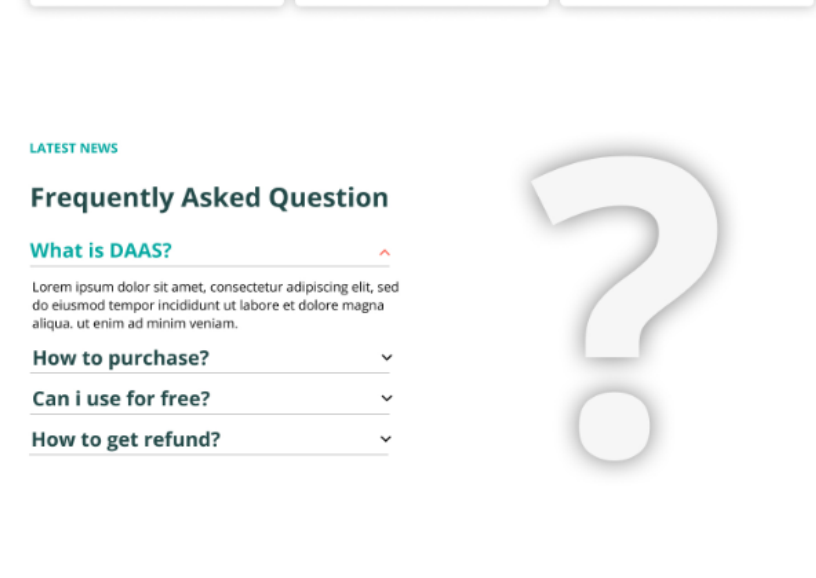
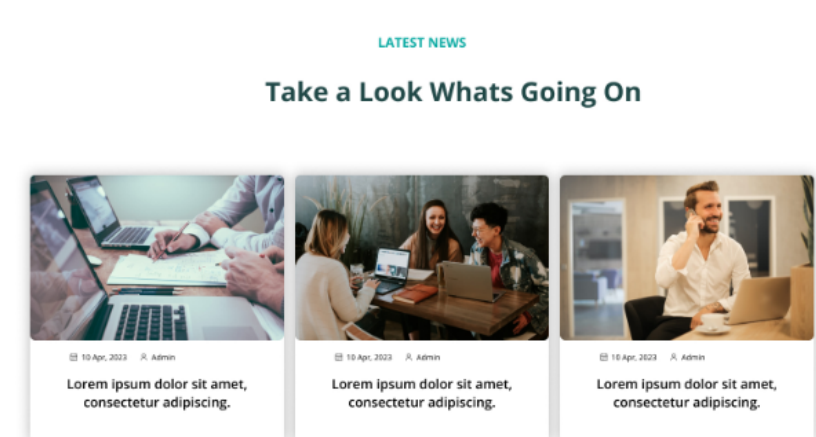
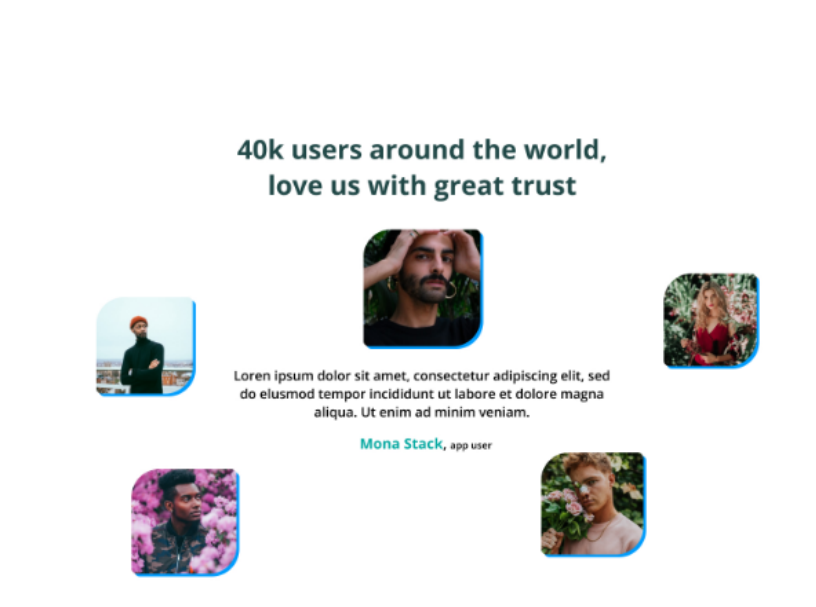
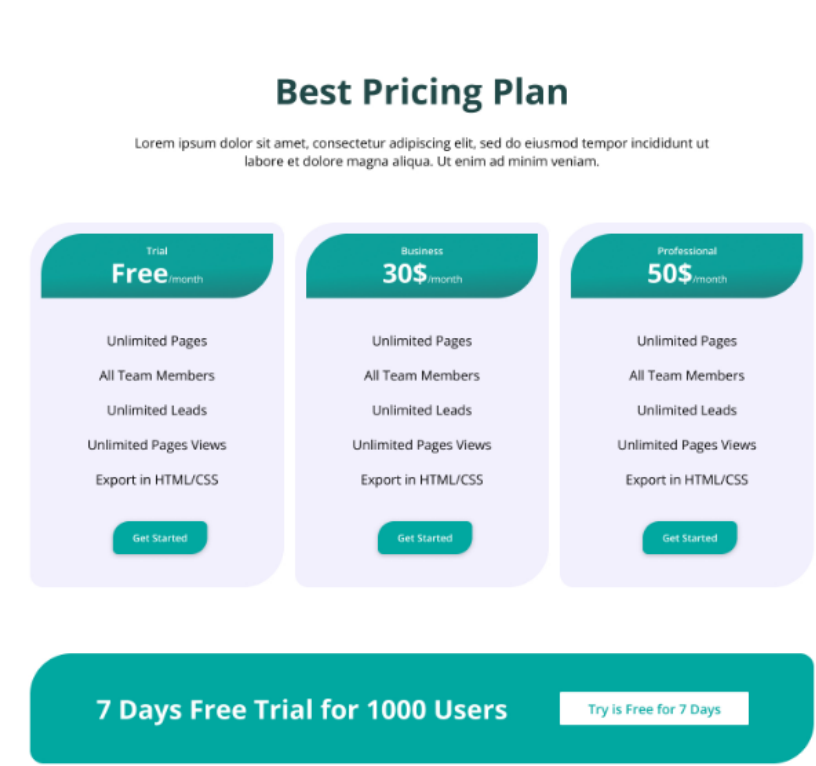
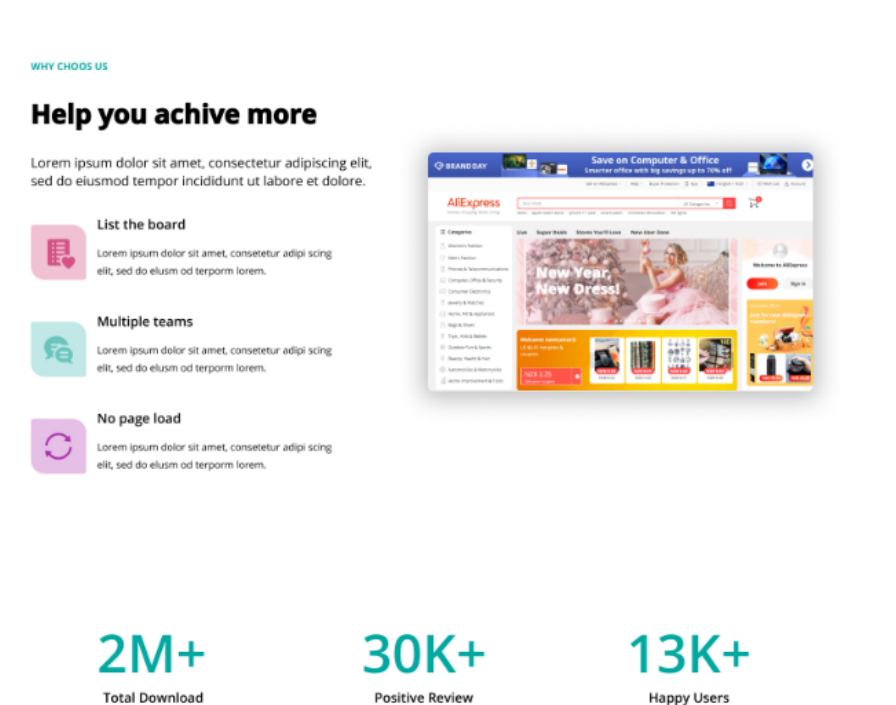
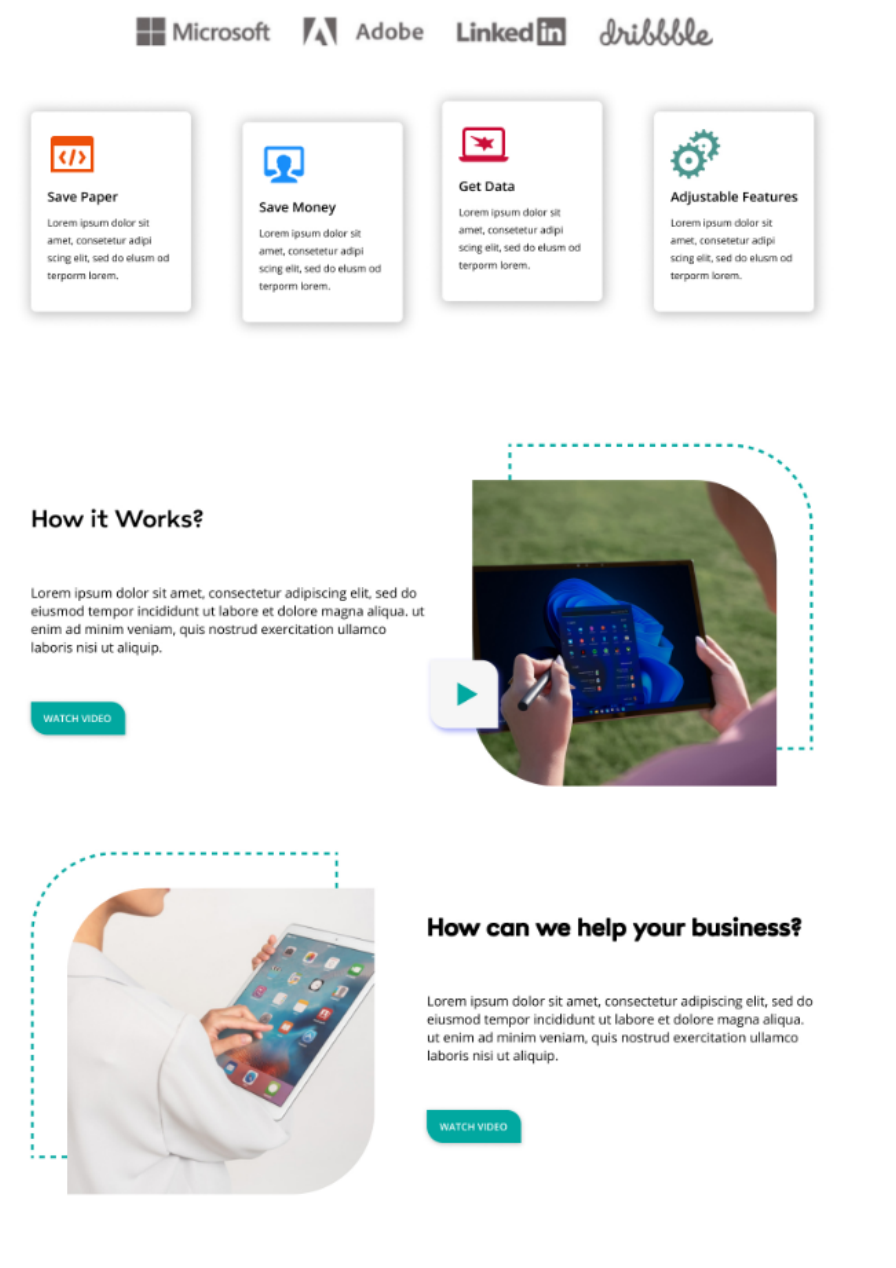
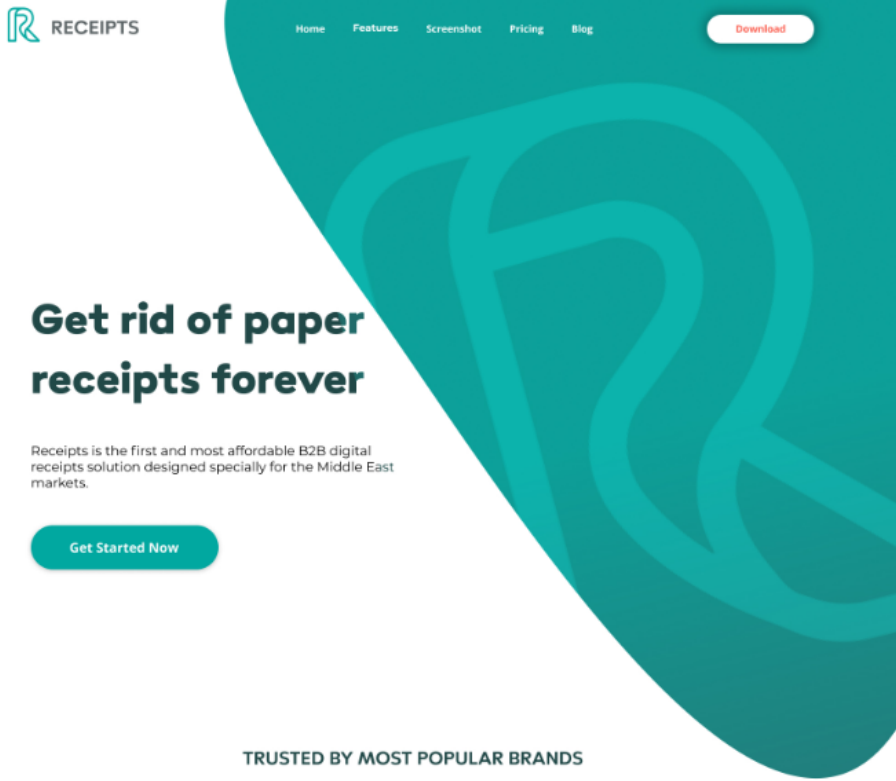
```
$white: #ffffff;

$theme-colors: (
  "light":      #d6dad7,
  "dark":       #010201,
  "primary":    #2c3d31,
  "secondary":  #5c6b54,
  "info":       #7c956e,
  "accent1":    #14483e,
  "accent2":    #967462,
  "accent3":    #abaf93,
  "success":    #1da22c,
  "warning":    #f4c31f,
  "danger":     #ef1048,
);
```


App Icon



Website



Social Media







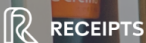
Climate action
More and more consumers expect brands to be a part of the fight against climate change. Join us in reducing paper waste.

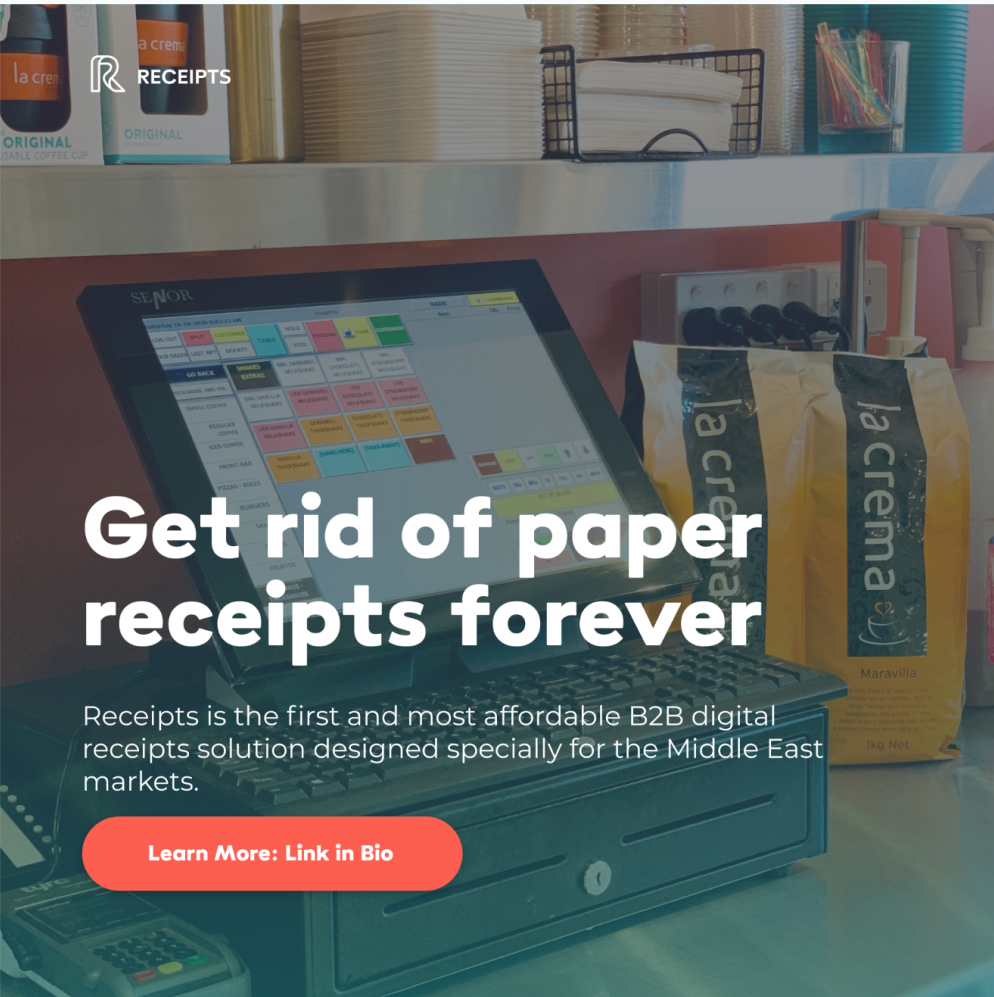


More than a buzzword
By being a part of the change, you are proving to your customers that you are willing to work towards a better world.



save your
time & paper





Get rid of paper receipts forever

Receipts is the first and most affordable B2B digital receipts solution designed specially for the Middle East markets.

[Learn More: Link in Bio](#)

